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DANIEL P. MALLOY



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Michael K. Powell
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

MB Docket No. 04-207

July 6, 2004

Dear Chairman Powell,

As Mayor of the City of Stamford, Connecticut, I urge you not to support the "a la carte" cable system currently being debated in Congress. This legislation fails to protect the entrepreneurs and consumers who lie at the core of a stable economy.

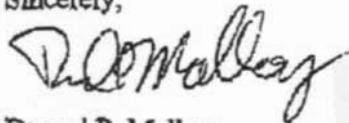
In the present day, individual networks generate revenue through licensing fees and advertising campaigns. I support the current "bundling" system because it encourages the growth of developing networks by putting them alongside established networks so as to attract viewers and ultimately to win local, regional, and national advertisements. I understand that stations such as The Learning Channel, C-SPAN, and The Discover Channel might not have succeeded had they not benefited from the exposure afforded them in the "bundling" system. In an age of globalization, we must use television to teach our children about different cultures and traditions.

The "a la carte" system minimizes a developing network's exposure to the viewing public, and, in turn, marginalizes its appeal to advertisers. We cannot ignore the fact that advertisers will demand lower rates to compensate for the decrease in viewers-per-channel. In turn, cable operators will pass the financial burden to consumers as individual networks raise their licensing fees to compensate for the loss in advertising revenue. This is not fair to the viewing public.

From 1980 to 2003, cable television has provided diverse high-quality programming without government regulation. Interestingly, satellite television chose to refrain from implementing an "a la carte system," while it had both the capacity and infrastructure to do so. This proves that "bundling" is the most efficient way to offer diverse programming opportunities.

I urge you not to support this imprudent and shortsighted legislation, which promises to harm the very people we are so privileged to protect.

Sincerely,

A handwritten signature in dark ink, appearing to read "D. Malloy". The signature is fluid and cursive, with a large initial "D" and a stylized "M".

Daniel P. Malloy
Mayor